International Journal of Advanced Robotics and Intelligent Systems
Volume 1, Issue 04, 2025

E-RECRUITMENT: A CURRENT APPROACH AND ITS IMPACT ON JOB SEEKERS.

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Research Article

Date of Submission: 03-10-2025 **Date of Acceptance: 6-11-2025** **Date of Publication: 09-12-2025**

ABSTRACT

The way businesses perform company operations, particularly human resource management, has altered as a result of the Internet's explosive expansion and usage in recent years. One of the biggest problems facing the HR department is finding and hiring qualified workers. Online hiring has grown in importance as a tool for the HR department. When it comes to reducing the cost of hiring and selection, online recruiting works well. Additionally, multinational corporations may hire via their websites, resume banks, job boards, and newspaper classified advertisements. The idea of e-recruitment is also covered from the viewpoint of job searchers.Online hiring procedures provide businesses a competitive edge by increasing productivity and cutting expenses while providing job searchers with advantages and chances. According to the survey, online job site developers should include more helpful features or tools to aid consumers in their job search. The article offers advice on how job searchers might use the Internet as a tool for their job hunt. The study's main conclusion is that job searchers are benefiting from the internet age and are beginning to look for work online.

Keywords: Internet job searchers, e-recruitment

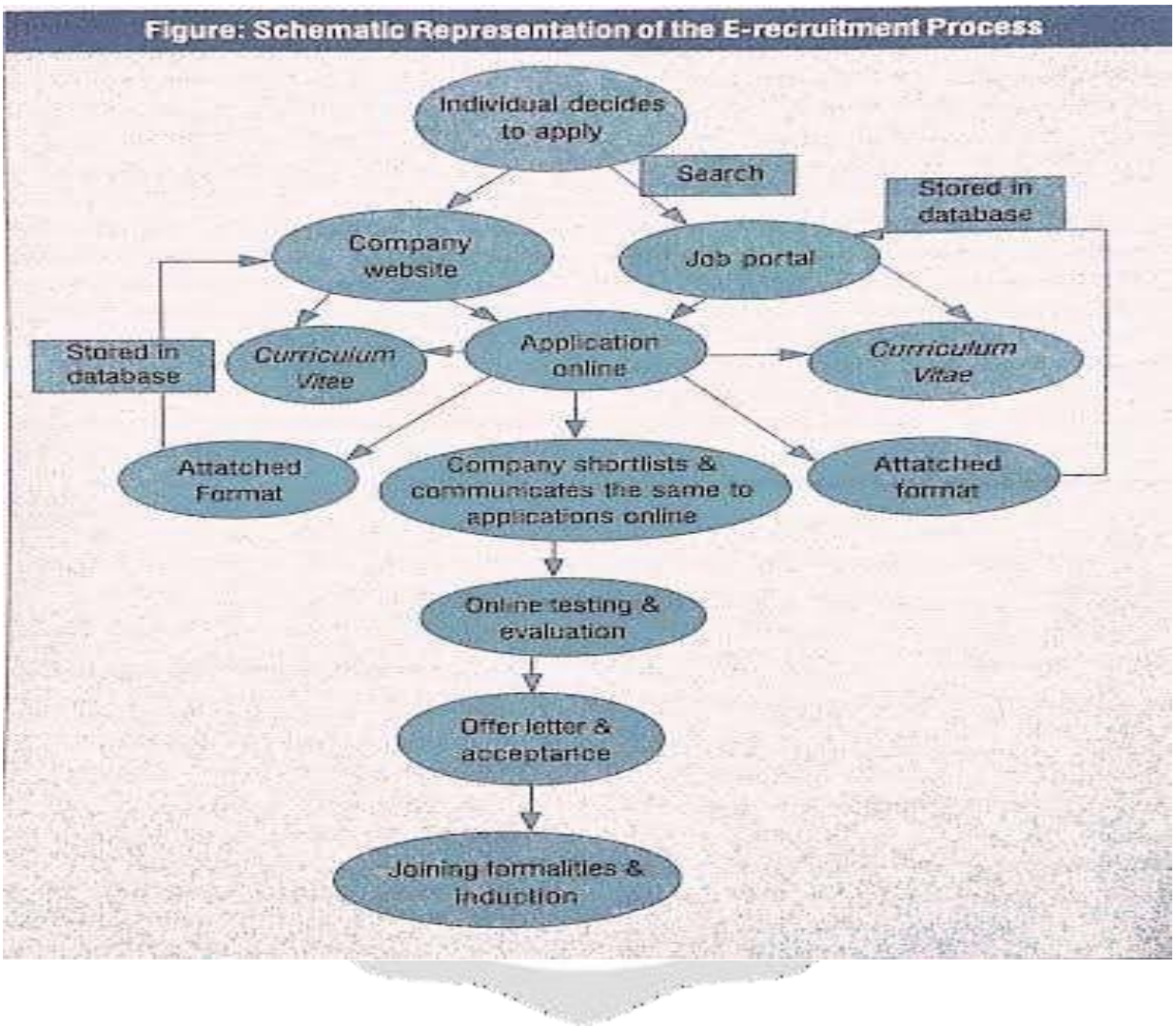
INTRODUCTION

Every industry has seen a notable rise in the usage of the internet for hiring personnel. Every industry, job, and function has been, is, or will be impacted by the internet. Therefore, in order to accomplish its goals, any organization—public or private—requires the efficient use of its resources. An essential component of every corporation is the internet. Nowadays, the majority of businesses utilize the internet to find possible applicants. E-recruitment is the process of leveraging technology, specifically Web-based resources, to discover, attract, and hire new employees. E-recruitment uses information technology to hire workers in order to reach a large number of people and save time. The goal of e-recruitment is to reduce costs and increase the effectiveness and efficiency of the associated operations. Online hiring may speed up the selection process and access a wider pool of possible workers.The computerized and paper-based hiring processes differed from one another. A few electronic tools were first used by line managers to initiate the electronic-based recruiting process. Eliminating complicated and superfluous paperwork is a basic corporate procedure.

In the past, people would spend hours on the internet for business or leisure. With the introduction of new technology, people have utilized the internet for a variety of purposes, such as online banking and shopping, since it is highly economical and saves time and energy. These individuals may also be looking for work. Employers and job seekers become closer thanks to the internet.This growing trend of businesses using online hiring and recruitmenttool has had an influence on both employers and job searchers, as well as how they hire new staff. Geographical barriers are eliminated via e-recruitment, allowing job searchers to look for positions across all of India. Employers and job seekers may now easily, quickly, and affordably connect. Instead than visiting each company to submit a résumé, they would rather use the online recruiting procedure. As previously said, the internet saves money and time. These features of the internet are used by job searchers. The use of e-recruitment has spread around the

world. This study assesses how e-recruitment affects job applicants.

MODEL OF E-RECRUITMENT PROCESS:



Source: Shefali goyal (2008) in HRM review ,pp 66-70

REVIEW OF LITERATURE

In 2008, Helen Verhoeven and Sue Williams conducted research on online hiring and selection in the United Kingdom. This examines the benefits and drawbacks of online hiring and selection as noted in the literature and weighs them against the opinions of UK companies.
According to research by **Pavitra Dhamija (2012)**, publishing job openings on a company website or the website of an online recruiting vendor is known as "e-recruitment." It enables candidates to instantly submit their resumes by email or in

another electronic format. Many of the ordinary administrative activities associated with recruitment have been reduced thanks to e-recruitment methods and technologies.**Naveed R. Khan, Marine Awang, and Arsalan Mujahid Ghouri (2013)**. The relationship between recruitment sources, job seekers' perceptions, and their intention to pursue the position was investigated in this study. 257 respondents provided data, wh
The importance of e-recruitment in the forums was examined by ich was then examined in light of the study's

goals. The study's conclusions demonstrated that, when it comes to job searches, the internet is the most popular resource. Additionally, it is believed that the placement of advertisements determines the efficacy of e-recruitment and that the wage is the most powerful incentive to find interest in the applied position. Last but not least, the study's findings revealed that recruitment sources and applicants' opinions of a position had a major impact on the job seeker's intention to pursue the position.

According to an analysis by **Mary Grace G. Ventura and Rex P. Bringula (2013)**, online recruitment is expected to alter how businesses hire new employees. As a basic business activity, online recruiting eliminates complicated and superfluous paperwork and replaces it with simplified workflow tools, dependable database applications, and effective channels of communication between managers and job seekers. "The Internet provides employers and job seekers with comprehensive and current information about job seekers and job openings in various locations worldwide at a comparatively low cost."

According to research by **Dr. Ankita Jain and Ankita Goyal (2014), E-HRM** is a progression in which all HR activities, policies, and plans are carried out online. E-Recruitment is an online platform that allows job seekers to apply for open positions. Here, job searchers can attach their application and curriculum vitae, and recruiters can obtain candidate details. The company can reduce expenses and time spent selecting candidates by using online recruitment.

Formulation of Problems

The notion of e-recruitment is discussed in this research paper, with the primary goal of this study being to understand the overall effects of e-recruitment, particularly with regard to job seekers. Thus, the following are the primary questions.

1. What does "e-recruitment" mean?
Q2. What kinds of hiring practices draw applicants? Q3. How important is e-recruitment?
Q4. How do e-recruitment systems aid in cost-effective hiring?

RESEARCH METHODOLOGY

The descriptive research method is the foundation of this work. I used questionnaires, interviews, and observation techniques to get the data.Theoretically, researching the advantages of e-recruitment of job seekers should focus on the e-recruitment process.

SAMPLE SIZE : Convenience and postgraduate students who applied for employment or internships made up the sample for the majority of research on e-recruitment for job searchers. There were one hundred responders in the sample..

SAMPLING TECHNIQUE: Convenient sampling technique.

DATA COLLECTION: A questionnaire was used to gather primary data, while the internet, journals, magazines, and other sources were used to gather secondary data.

DATA ANALYSIS

The frequency distribution approach was used to analyze all of the data received for the study, and a variety of recruitment-related criteria were gathered for future reference.

- Best source of recruitment

Particulars	Number of respondents	Percentage
Job boards	40	40%
Recruitment agencies	10	10%
Career websites	30	30%
Software	10	10%
Internships	10	10%
Total	100	100%

- Online Recruitment provide Opportunity

Particulars	Number of respondents	Percentage
Strongly agree	35	35%
Agree	30	30%
No comments	10	30%
Disagree	15	10%
Strongly disagree	10	10%
Total	100	100%

- Newspaper provide Opportunity for job

Particulars	no. of respondents	percentage
Strongly agree	10	10%
Agree	15	15%
No comments	20	20
Disagree	25	25%
Strongly disagree	30	30%
Total	100	100%

- Where did you see the vacancy advertised?

Particulars	Number of respondents	Percentage
Job portals	45	45%
Career websites	40	40%
Newspapers	15	15%
Total	100	100%

- Primary drivers behind the decision to pursue e-recruitment

Particulars	Numbe of respondents r	Percentage
Better tool for finding	20	20%

suitable job		
Cost	20	20%

Time taken search a job	30		30%
Volume of Job Openings	15	15%	
Wide reach	15	15%	
Total	100	100%	

INTERPRETATION OF DATA

According to the data analysis above, 40% of respondents believe that job boards are the greatest place to find a job, 65% agree that online recruiting offers more opportunities for job searchers, and 85% use career websites and job portals to find employment. As a result, the majority of respondents believe that using internet resources for job searching is preferable than using more conventional methods.

CONCLUSION

On websites, job boards, and portals, job searchers may readily locate the posting. For job hunters, it is an economical and time-saving approach. In order to help job searchers, certain employment sites now provide resume creation services. In conclusion, we can state that the internet has been acknowledged as the most practical and superior resource for job searching.

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